



Public Transit 101

Final Report

November 2002-February 2004

The Kennedy Center, Inc.



Public Transit 101 is a component of Job Access for People with Disabilities in Southwest Connecticut. Funding for Public Transit 101 was provided by the Federal Transit Administration, The Connecticut Department of Social Services, and the Connecticut Department of Transportation.

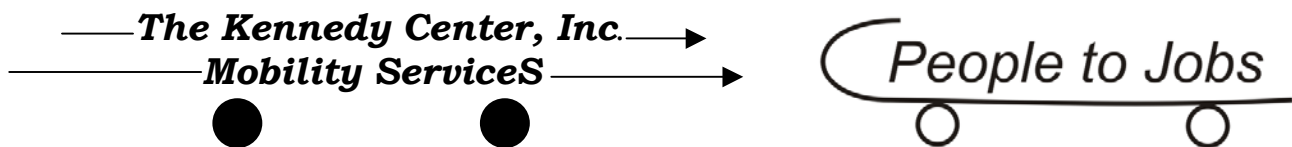
Public Transit 101
A Service of The Kennedy Center Inc.'s Mobility Services
Department

The Kennedy Center, Inc.
184 Garden St.
Bridgeport, CT 06605
(203) 332-4535

Final Report written by Jonathan Rubell

Administrator of Therapeutic Services: Wendy Bloch
Mobility Services Manager: Marlene Lawler
Job Access Coordinator: Jonathan Rubell

“Public Transit 101” was a service of The Kennedy Center Inc.'s Mobility Services Department, developed in collaboration with the People To Jobs Task Force. The partners in the collaborative included The Greater Bridgeport Transit Authority, The Norwalk Transit District, CTTRANSIT-Stamford, MetroPool, Inc., and The WorkPlace, Inc.



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Startup

“The People to Jobs Task Force,” a committee developed in 1996 in response to the transportation needs of welfare-to-work and low-income clients, was confronted with a challenge in the summer of 2002: to decide how best to spend Job Access and Reverse Commute Funds available to the Southwest area of Connecticut. With a relatively small amount of money to work with, the participating transit agencies (CTTRANSIT- Stamford, The Norwalk Transit District, and The Greater Bridgeport Transit Authority), decided not to add bus service, as it would not be sustainable once funds were spent.

The committee consisted of representatives from The WorkPlace (Southwestern CT’s Regional Workforce Development Board), three area transit agencies: The Greater Bridgeport Transit Authority, CTTransit-Stamford, and The Norwalk Transit District, Metropool (a non-profit organization designed to encourage the use of public transportation and car pooling), and The Kennedy Center, a non-profit human service agency based in Bridgeport, CT that has been providing travel training to people with disabilities since 1991. The available Job Access funds totaled \$100,000, and the task force decided it would be most effective to use this money to launch an educational outreach effort to reach people who work with clients with disabilities and teach them about the availability of fixed route public transportation. A project coordinator was hired through The Kennedy Center, as well as an additional travel trainer to assist people with disabilities referred through job access outreach efforts to learn how to use fixed route transit, and a part-time administrative assistant to help facilitate research and outreach activities.

Money was also ear marked in the job access budget for printing of informational brochures and books, marketing materials, mailing expenses, travel expenses of Kennedy Center staff, computer equipment, phones, and a portion of the funding was also set aside to film a video about people with disabilities who work accessing regular fixed-route public transportation.

MetroPool played a crucial role in the development of the materials that would be distributed throughout the outreach phase of the project. Using separate funding from The Connecticut Department of Transportation, they compiled and printed a guidebook entitled “Getting on Board, The Southwestern Connecticut Accessible Transportation Guide.” The guide was developed with input from The People to Jobs Task Force Operations Committee and the transit providers. This full color publication complete with maps of each transit region in Southwestern

Connecticut included all the information riders with disabilities need in order to access public transportation. It outlined accessibility equipment, the location of accessible rail stations, and who to call at each transit agency in the region with any further questions.

The committee met approximately every six weeks to plan outreach activities. It was decided early on that research (more specifically surveys) needed to be done to figure out why more people with disabilities were not accessing public transportation in order to get to work. Two surveys were developed by the committee (one was aimed at human service workers who serve people with disabilities, the other at consumers/clients with disabilities who are potential users of public transit) and both were administered to human service workers and consumers by The Kennedy Center's Job Access Coordinator. These surveys were extremely helpful in developing the curriculum for the outreach workshops and their results will be discussed in detail later on in this document.

Project Goals

The committee decided that the goal of the workshops would be to educate 150 human service workers (those that serve people with disabilities) in Southwestern CT about accessible, fixed-route public transportation. It was also decided that this would be accomplished by holding nine free seminars in community locations throughout Southwestern, CT. Three seminars would be held in the greater Stamford/Greenwich area, three in the Norwalk area, and three in the Bridgeport area. It was decided that the seminars should last about two hours, include a bus ride/demonstration, and that about twenty human service workers would hopefully attend each session.

The goal for the travel training component of the project was to teach 50 working people with disabilities how to use regular fixed route public transit to reach their place of employment.

In order to track these goals, their progress, and the evolving needs/activities of the project, a timeline was developed using Microsoft Excel (Appendix T). The timeline outlined all activities and goals associated with the project, who was responsible, and the deadline for completing each task or goal. As the project progressed, the timeline was updated accordingly by The Kennedy Center's Job Access Coordinator and presented to the operations committee every time they met. The timeline was helpful because it evolved as the project evolved, tracking the accomplishments and maintaining accountability for project activities.

Description of Target Population

The target populations for the outreach trainings were personnel from human service, community action, and state agencies who work regularly with people with disabilities. More specifically, case managers and job developers were targeted. It was hoped that if these workers attended an outreach workshop, they would then refer clients with disabilities to the Job Access-funded travel training program. The workshops were also tailored to make these workers more comfortable and familiar with public transportation so they would be more likely to encourage their clients with disabilities to use transit.

Initial Research

Both the Consumer (Appendix A) and Case Management (Appendix B) Transportation Needs Surveys were administered to case managers, job developers, and consumers at The Kennedy Center, Goodwill, CT Works, and the Bureau of Rehabilitative Services between December 4, 2002 and January 16, 2003 by the Job Access Coordinator. There were 50 participants who responded to the Case Management Survey between the four agencies. There was a significantly lower participation rate of consumers. Of over 150 surveys distributed, only 15 were returned to the surveyor.

The Case Management Surveys were administered by Jonathan Rubell, Job Access Coordinator at The Kennedy Center. At all other participating agencies, the surveys were given to case management/job development supervisors who then distributed them to their staff and consumers.

Survey Conclusion:

When planning the curriculum for the Job Access outreach trainings, the results of the case management survey (Appendix C) was helpful in identifying areas in which case managers and job developers needed further information. Two categories drew an average response of 6.1, the highest of any of the perceived barriers. These were “lack of knowledge” (in regards to bus schedules and route information) and “inconvenience of bus schedules.” It was clear that the curriculum for the outreach trainings needed to include information about how to read route maps/schedules, and how to plan trips on public transit in general. At an average response of 5.9, living too far from the bus stop was also ranked highly as a barrier. This indicated that information about establishing a feeder system would also be helpful in the job access trainings. “Cost” was ranked surprisingly high as a barrier to consumers accessing public transportation, indicating a need for trainings to cover the relative cost savings of using public

transit instead of paratransit services and/or other door-to-door services. With an average response of 5.8, “Fear of Getting Lost” was another topic that needed to be covered during Job Access trainings.

Although its yield was small, the returned consumer needs surveys were helpful in identifying curriculum for the upcoming trainings (for results see Appendixes D, E). It was encouraging that more than 1/3 of the respondents reported the public bus as one of (if not their sole) current modes of transportation. The same number of respondents reported relying on a friend or relative to drive them, indicating a need for further options for these consumers. Five out of 15 respondents chose “other” as their current means of transportation. The “write-in” responses on this section included: “walking, group home staff transporting them, and day program transportation” (private vans – for a monthly fee). Again, these responses indicated a need for more options when it comes to consumer’s transportation.

Consumer survey responses on the section “reasons for not using public transit” were interesting in that they corroborated case managers’ perceived reasons for consumers not using public transit. Three out of 15 cited cost as a barrier to using public transportation, again highlighting the need for outreach and information in this area. The biggest consumer reported barrier, “I don’t know routes/schedules” was also in tune with the case management response, illustrating that perhaps general lack of knowledge about public transportation is the biggest barrier keeping people with disabilities off of fixed-route public transportation. According to consumer responses, fear of getting lost was also a topic worthy of attention at the outreach trainings.

Curriculum Development

It was decided early on in the planning phase of the outreach workshops that MetroPool’s Transportation Accessibility Guide would be the keystone piece of information distributed at all workshops. This incredibly user-friendly guide contains information about how to use the bus and rail system in each town in Southwestern Connecticut. Color coordinated fold out maps give the location of accessible rail stations and show where bus service is available. Services and discounts for riders with disabilities are also given in detail. The guide also lists who to contact at each transit agency should a rider/potential rider have further questions or comments.

As The Kennedy Center would be facilitating the outreach workshops along with the three bus transit agencies in the region and the Transportation Program Manager from the Workplace, these five entities met on three occasions to plan the curriculum for the outreach workshops. The first planning meeting took place on March 13, 2003. At this meeting it was decided that a representative from all

three transit agencies would be present at every workshop. Initially only a representative from the transit agency serving the area where the workshop took place was going to be in attendance, but it was decided that attendees at a workshop in Stamford might have questions about transit in Norwalk. Therefore, it was concluded that a representative from all three transit agencies would be present at all nine workshops whenever possible.

At the initial planning meeting on March 13, it was also decided that a PowerPoint slide presentation would be created to be used at all the workshops. The PowerPoint would serve a dual purpose; it would give presenters an outline to follow when explaining how transit works in the different regions being covered by the workshops, and a paper copy would be distributed to all attendees so they would have something to write on and refer back to should they have questions in the future.

Jonathan Rubell, Job Access Coordinator, created an initial PowerPoint presentation outlining the topics that would be covered at the job access workshops. The material covered in the PowerPoint was governed largely by the responses gleaned from the case manager and consumer surveys. Concerns such as cost, safety, reliability, routes/schedules, and customer service all were important topics identified by the survey. A section of the PowerPoint was also dedicated to the basic procedures of The Kennedy Center's travel training program.

The initial PowerPoint was shown to the three transit agencies at a second planning meeting in April 2003. At this meeting extensive feedback was given in regards to the material that was covered in the PowerPoint. It was decided that the PowerPoint should be a very generic outline of the material covered in the workshop so that it could be used in each region without having to be changed greatly for each presentation. Doug Holcomb, Director of Planning with GBTA, volunteered to tailor the transit part of the PowerPoint for this purpose.

It was also decided at the April meeting that route maps and schedules for each transit district in the Southwest region would be distributed to all workshop attendees. The curriculum planners decided that all workshop attendees should receive a folder with a design unique to the workshop to hold materials they would come away from the training with. This folder would be given to each attendee upon arrival and would already be loaded with a printout of the PowerPoint (Appendix F), MetroPool's transportation accessibility guide, referrals for travel training (Appendix G), a sheet describing the People to Jobs Task Force (its funding/activities/etc) (Appendix H), and a contact sheet of who to call with any questions at each of the three participating transit agencies, the Workplace, and the Kennedy Center (Appendix I).

All the materials created by the curriculum planning team were shared with the larger Operations Committee for further input.

On May 6, a “dry run” of the workshop with all presenters (The Job Access Coordinator, the Transportation Manager from the Workplace, and the three transit agencies) was held at Norwalk Transit’s headquarters. At this meeting issues such as timing and fine-tuning of the PowerPoint were addressed. A slide at the beginning of the training was designed for the Transportation Manager from the Workplace to introduce the partnering agencies and explain Job Access for People with Disabilities and the People to Jobs task force.

Two “welcome slides,” which would be delivered by the Job Access Coordinator, followed the Workplace slide and included some “transit true/false” questions intended to gain the audience’s attention and interest in the subject of the workshop. The second welcome slide outlined the goals of the workshop and encouraged attendees to ask questions.

Following the welcome slides were the transit slides. At this point in the presentation a representative from one of the three transit agencies would lead the presentation and address the cost, convenience, safety, reliability, and accessibility of regular fixed-route public transportation.

After the transit-oriented slides were presented by a transit expert, the presentation was turned back over to the Job Access Coordinator who would present the slides outlining the process of travel training, who is eligible, and address some frequently asked questions about travel training (again, something that was put in the workshop in response to information gained from the survey).

The final slide in the presentation encouraged everyone in attendance to join us on a complimentary bus ride and accessibility demonstration. After answering any questions the attendees had, the Job Access Coordinator and the representative from the local transit agency would lead the attendees out to a waiting bus. At several of the workshops, a past travel trainee or a person associated with a transit agency with a physical disability would volunteer to demonstrate the accessibility features. Enlisting a person with a disability to demonstrate the equipment proved to be an effective technique in the workshop. It allowed attendees to see the comfort level of the individual with a disability when using the lift, securement devices, etc. At trainings where a person with a disability was not present the accessibility equipment would also be demonstrated. Once the accessibility equipment had been shown, attendees were taken on a short bus ride where they were shown how the signal to disembark works and how the driver calls out stops. After the first few trainings, CTTRANSIT-Stamford staff developed “Public Transit 101: The Final Exam” (Appendix R) a verbal quiz that was given to attendees during the bus ride. It asked attendees questions such as, “are service

animals allowed on the bus?” “Is the signal to get off the same if a rider in a wheelchair is ringing the stop bell?” and “can you spot the location(s) of the security camera(s) on the bus?”

Last but not least, all attendees were given a survey evaluation form (Appendix J) asking them to rate the effectiveness of the workshop. This became their “ticket to get off the bus” so that they would be sure to fill it out. Please find a copy attached. A graph showing the results and a survey annotation are also part of this report (Appendix M). When attendees handed in their completed surveys, they were given a “certificate of completion” (Appendix S) stating that they had successfully completed “Public Transit 101.” It was hoped attendees would put these on their office wall and it would serve to remind them of the information they received at the workshop.

Establishment of Dates/Locations of Outreach Workshops

The committee decided that a total of nine trainings comprised of about 20 participants would be necessary to educate the target amount of 150 human services professionals. It was also decided that three trainings would be held in each of the three major cities in Southwestern Connecticut. These cities were identified as the greater Stamford area (which includes Greenwich), the Greater Norwalk area (which includes towns such as Westport and New Caanan), and the Greater Bridgeport area (which includes towns such as Stratford and Trumbull). A set of criteria was developed in order to aid in the site selection process.

It was decided that any site to be used should be located on or near a bus line, be completely accessible, accommodate at least 25 people, allow refreshments, have audio/visual capabilities, and be free of charge. It was also decided by the Committee that representatives from each of the three participating transit agencies would be present at all of the workshops, so that questions pertaining to transit districts outside of the one where presentations were taking place could be answered. It was anticipated that people who live in one area in Southwestern Connecticut and work in another would possibly want information about transit in the area where they work or live. Consideration was also given to regions that the transit system in the Southwest region connects to. For instance, The Greater Bridgeport Transit Authority’s system connects to Milford Transit’s system via the Coastal Link service. A handful of attendees did come to workshops in Bridgeport from the Milford area. Bridgeport’s connection to The Valley Transit District was also discussed at several workshops and several human service workers from the Valley region were in attendance at Bridgeport area workshops. CTTRANSIT’s connection to the Bee Line bus system in New York was discussed at some of the trainings in the Stamford area.

Freebies

In addition to the packet of information all workshop attendees were given, a table with additional items was set up at each workshop. This is where bus schedules for all three regions, free pens, promotional magnets, and additional transit information was made available.

Description of Outreach to Target Population

Several methods were used to attract human service workers to the Public Transit 101 workshops. The Job Access Coordinator at the Kennedy Center designed a full color brochure (see attached sample-Appendix K) touting what would be covered at the seminars and that they were free. Refreshments were also advertised as a part of every workshop. The brochure promised to take the mystery out of understanding bus schedules and deciphering transit routes. It also promised to let attendees in on how public transit could help their clients with disabilities – namely when it comes to saving money. The brochure included a registration form that could be faxed, mailed, or e-mailed back to the job access coordinator. The Committee's goal was to be prepared for the amount of attendees at each seminar. The registration forms also helped track where attendees were coming from (what part of the region, what agencies). The brochure took longer to print than anticipated, requiring phone calls and personal visits to human service agencies in the Bridgeport area to generate attendees at the first workshop.

Marketing/Publicity

Several methods were used to get the word out about the upcoming "Public Transit 101" seminars for human services professionals. The brochure, which was mailed out to approximately 1,000 agency workers in Southwestern CT, was the primary marketing tool. A bulletin announcing the trainings and dates appeared on all the transit agencies' websites (Appendix L), as well as the Workplace website and the MetroPool website. A bulletin advertising the training also ran on the Bridgeport area's cable access channel. The release of MetroPool's Transportation Accessibility Guide was also helpful in getting the word out about the Public Transit 101 workshops. MetroPool hired a professional public relations firm to organize and promote an event to announce the availability of the guide. On June 3, 2003, an event was held at Housatonic Community College where the MetroPool, the participating transit agencies, and The Kennedy Center showed the guide and portions of the Public Transit 101 PowerPoint to invited members of the press and local politicians. A new low floor bus was also on hand to be toured by those in attendance. As a reporter from the Connecticut Post was present, an article about the guide and Public

Transit 101 ran in the Post on June 4 (Appendix O). A similar article also ran in the Fairfield Citizen (Appendix P).

Phone calls were also important in attracting attendees for the Job Access seminars. Follow up phone calls were placed 24-48 hours prior to the seminar to people who had already registered in advance for a training. Phone calls were also placed when individuals/agencies who had been mailed brochures did not respond.

Attendance

Upon completion of the last “Public Transit 101” on July 30th, 2003, 155 people had attended the workshops, 5 more than the goal of 150. These attendees represented 45 agencies scattered throughout Southwestern CT and beyond.

The breakdown was as follows:

In the Southwest region, 14 agencies were represented from Bridgeport, 9 from Norwalk, 5 from Stamford, 2 from Trumbull, 2 from Greenwich, 1 from Stratford, 1 from Ansonia, and 1 from Derby.

Other areas that were represented at Public Transit 101: 3 agencies from Milford, 2 from Waterbury, 1 from West Hartford, 2 from Hartford, 1 from West Haven, and 1 from Windsor. With the exception of the attendees from Milford, attendees from other regions came to Public Transit 101 because they had an interest in launching a similar program in their regions.

Outcomes- Achievement of Goals

The goal of the workshops was to receive referrals for travel training for at least 50 individuals with disabilities who are either currently working or seeking employment and teach them to use the regular fixed route transportation system for their employment related travel needs.

A total of 63 referrals were received. Of those, 39 successfully completed travel training and learned to use the fixed route transit system.

The demographics of the individuals with disabilities referred for travel training seemed to correlate with the human service workers who attended outreach workshops. A majority of travel trainees listed Bridgeport as their town of residence (34 out of 63). Bridgeport human service agencies represented the majority of people who attended a Public Transit 101 workshop (63 out of 155 attendees). The second largest group of travel trainees listed Stamford as their town of residence (9 out of 63). Conducting outreach in the Stamford area proved to be very beneficial to The Kennedy Center’s travel training program. Despite

providing travel training in Stamford for over twelve years as a part of its existing mobility services department, the outreach conducted during Public Transit 101 introduced The Kennedy Center's travel training program to several agencies in Stamford that had no prior knowledge of the program. Workers from these agencies (in Stamford and Greenwich) attended a Stamford area workshop and referred several people with disabilities in the area for travel training. Greenwich came in third, with 6 referrals for travel training that listed Greenwich as the town of residence. Norwalk was fourth, with four referrals from that town of residence. Five referrals listed Trumbull as the town of residence. Two referrals named Fairfield as the town of residence. One referral listed New Canaan as the town of residence.

To be travel trained as a part of the Job Access/Public Transit 101 program, candidates needed to learn to use the bus for employment related purposes. Travel trainees were thus split into categories: (1) those who are currently employed and learning to take public transit to their job, (2) those attending a job readiness/job search program and learning to take public transit to this activity. Of the 39 people successfully travel trained, 17 learned to take the bus to a job. 22 out of the 39 successful Job Access travel trainees learned to take public transportation to a job readiness/pre-employment activity. One traveler out of the 39 successful trainees learned to travel by train on MetroNorth Commuter Rail. This consumer who learned to take the train was also the only successful trainee who used a wheelchair for mobility. The remaining 38 trainees all learned to travel by bus, and all were categorized as people with some sort of a cognitive disability (such as mental retardation or mental illness).

In the end, the outreach associated with the Job Access project proved to be effective on many levels. As a result of this project, 39 people with disabilities learned to travel independently who would have not otherwise had the opportunity to learn how to do so. This happened because the human service workers managing services for these individuals were made aware of travel training and the ease of public transit use. In addition, The Kennedy Center's referral base for its existing travel training program was significantly enhanced. Since the completion of the project, human service agencies that developed a relationship with The Kennedy Center during Public Transit 101 continue to refer people with disabilities for travel training.

Feedback from Attendees

At the end of each Public Transit 101 workshop, a survey was distributed to attendees (Appendix J) to elicit their opinions on the effectiveness of the workshop. A total of 155 people have attended the 9 workshops in Southwestern Connecticut. A total of 101 surveys were returned to the surveyor. This disparity between the number of people who attended and the number of returned surveys

can be attributed to people who left a session early, chose not to go on the bus ride, or simply chose not to complete the survey.

The survey consisted of 9 initial questions, which used a Likert scale to rate respondent's reactions to each of the 9 statements. Attendees were asked to choose a number between 1 and 5 rating the workshop (1 being "strongly disagree" with each statement, 5 being "strongly agree" with statement). (Appendix M)

Respondents were also presented with 4 open ended questions. These consisted of: "What I liked most about the workshop was," "What I liked least about the workshop was;" "How can we improve Public Transit 101?," "How did you hear about Public Transit 101?," and "Other comments." Many people did not answer these open-ended questions. Some note-worthy responses, however, were received.

Some responses under the heading "What I liked most about the workshop" included:

- "The forum was open to questions and the answers were informative and based on experience."
- "Gave a great sense of what goes on behind the scenes."
- "The information we obtained is great and the panel did a great job answering all questions."
- "Description of travel training was most interesting."
- "Simple, clear, thorough."
- "Humorous presenters, upholstered seats on bus."
- "Size of group, very comfortable and informal."
- "Handled difficult questions with grace."
- "Interaction with audience, not just speaking."
- "That the presenters welcomed questions."
- "The bus ride was great."
- "The PowerPoint presentation."
- "Multiple presenters with unique perspectives."
- "Seeing the bus kneel."
- "It was informative and simple."
- "The panel of experts."
- "Viewing the bus."
- "I liked that there was a variety of spokespersons from each transit district."

Several attendees wrote in that the bus ride was their favorite part of the workshop.

For the question, "What I liked least about the workshop was:" very few people wrote in an answer to this question. The answers that were received included:

- “Informality”
- “Bus ride was too long.”
- “You need more time, too short.”
- “Not enough time for open conversation.”
- “Too short of a bus ride.”
- “Too elementary for staff.”
- “Standing in the rain waiting for bus.”

For the question “How can we improve Public Transit 101?” responses included:

- “Have bus users or successful travel training grads speak.”
- “Offer statewide.”
- “To continue offering this workshop to all agencies that work with clients.”
- “Keep listening and making improvements.”
- “Keep doing what you are doing.”
- “Start on time and stop on time.”
- “Make it 1 hour longer.”
- “Have actual bus drivers speak.”
- “Gear a course towards non-disabled; working poor.”
- “Educate more people about public transit.”
- “Give more examples of what it is like to plan a route, or bring a travel trainer along to have them demonstrate.”
- “Testimonials from clients.”
- “Movie or video of riders.”

Respondents were also asked to rate the workshop’s length. They were given three options: “Length of workshop was: too long, just right, or too short.”

The majority of respondents rated the seminar as “just right.” 7 out of 101 respondents rated the workshop as “too short.” Only one out of 101 respondents rated the workshop as “too long.”

The final question asked attendees how they heard about Public Transit 101. For the first session that was held on May 14 at the Trumbull Mall, word of mouth or a phone call from the Kennedy Center were the most popular responses. For the other sessions, receiving a flyer in the mail constituted the majority. Also word of mouth from co-workers/contacts who had attended a prior session were common responses. A personal phone call or a visit from Kennedy Center staff were also written in. Many respondents also wrote that a supervisor who had received the mailing had recommended they attend. This section showed that the follow up phone calls and personal visits were very helpful in recruiting attendees.

Please see attached graph of results for questions measured using the Likert scale.

Feedback from Job Access Partners

A survey was distributed to the partners who participated in the planning and delivering of the “Public Transit 101” workshops. The survey asked respondents what the greatest achievements of the outreach effort were, how the workshop could be improved, and suggestions for future outreach efforts/funding. As these surveys speak for themselves, please find copies attached (Appendix N).

Video

Thirteen thousand dollars of the Job Access budget was allocated to produce a video as a part of the Job Access Project. It was decided in April 2003 that a smaller video committee of volunteers from the Operations Committee would be formed to create the video. The video committee met for the first time on May 8, 2003. At that meeting it was decided that a professional video producer would be sought. The committee generated a list of names/organizations of known video producers. The committee decided to call these producers and interview them/get estimates to have a short video made about public transportation. The first video producer that was consulted was Bob Detmer, a video producer who was referred by a staff member from the Visiting Nurse Association. Bob had made a fundraising video for the Visiting Nurses, which won an award. Bob met with the video committee on July 14, 2003 and showed some samples of his work, demonstrating that he had a great deal of experience making videos for non-profit and human services agencies. The committee was impressed with his work. Bob gave the committee an estimate for all the shooting, editing, production, and reproduction required for the project. His estimate was within the budget set for the video.

Three other production companies were consulted to produce the video in order to compare cost and services offered within the budget. The Job Access Coordinator narrowed the candidates down to two for the video committee to meet with and decide which production company to use. In the end, the committee voted 5-2 to use Bob Detmer’s company.

Over the course of several meetings, the committee outlined the goals of the video, the target audience, and its intended uses. It was decided that the video should find a way to “combine transit use and emotion,” thus conveying the message that mobility and learning to get around on public transit can be life changing, especially for a person with a disability. The committee wanted the video to be a pro-transit piece that could be viewed by and be informational to both the general public and people with disabilities. The target audience was identified as human service workers who serve people with disabilities, employers considering hiring a person with a disability/promoting public transit to their employees, families of potential riders with disabilities, and the general public. It

was decided that the basic treatment of the video would be to film testimonials of riders, riders with disabilities, and bus drivers. The committee wanted the video to portray public transit as accessible, user-friendly, and reliable.

Follow-Up

Part of the materials that were prepared for the outreach workshops were three publications about travel training written by The Kennedy Center. Two of these publications were re-prints, which were updated for the 2003 workshops. The first was A Chance To Ride, which chronicles the success stories of 14 individuals with disabilities who were travel trained by The Kennedy Center. The publication features photos of each rider and a description of what travel training was like for each of them and how it impacted their access to the community. The second re-print was The Family Guide to Travel Training. This publication is aimed at relatives of potential travel trainees who are reluctant to let their family member with a disability use regular public transportation. This publication was initially 8.5" x 5.5". For the reprint, photos were added to the text and its size was increased to a more user-friendly 8.5" x 11." As a part of "Public Transit 101," a new guide was developed titled, A Guide to Travel Training in Southwest CT for the Human Services Professional. Since the target audience of the outreach was human service workers, this guide was written with them in mind and discussed the various public transit options available to people with disabilities. It also gave the phone numbers and websites of local transit companies so that readers could figure out how to help clients access transportation. The guide also described The Kennedy Center's travel training program and when it would be appropriate to make a referral for this service.

As these publications were not printed in time for distribution at the workshops (they came back from the printer in mid October), they were used as a way to follow up with workshop attendees at the end of the program (in January 2004). The Job Access Coordinator visited agencies in person that had more than four attendees to distribute the new publications in person. Agencies that had fewer than four attendees were sent materials via mail.

Suggestions for Future Efforts

In the course of preparing for and conducting the outreach workshops, several ways to improve future efforts were identified.

The Brochure was mailed out to attract workshop attendees and was created using Microsoft Publisher, the only computer publishing program readily available at The Kennedy Center. Once the brochure was completed, it came to our attention that professional print shops do not like to print documents created using publisher. An additional cost of approximately \$250.00 was assessed by the

printer to convert the brochure into a compatible format for their equipment. We were advised that “Quark” and/or “Adobe PageMaker” are preferred when designing something that will be printed professionally. Time was also an issue with the print shop. Due to several last minute revisions, the brochure was ready for mailing two weeks later than initially planned. In future efforts, it would be advisable to allow extra time to produce materials.

The surveys were an extremely valuable tool in preparing for the workshops and designing their curriculum. Surveying case managers and job developers was not a problem and most of the surveys were returned. The consumer surveys, however, were harder to distribute/collect. In future efforts it would be advisable to interview/survey consumers directly rather than relying on case managers/job developers to administer the survey to their clients.

A laptop computer and projector were used in the Public Transit 101 seminars to show the PowerPoint presentation. As this equipment was not purchased with the Job Access Funds, it was necessary to borrow a laptop computer and projector from the Greater Bridgeport Transit Authority for each session. Luckily, the GBTA was able to accommodate this need. It would be advisable, however, for the Job Access Coordinator or other future workshop facilitator to have a laptop/projector at his/her disposal.

Outreach tasks associated with the workshops were an extremely important aspect of promoting the workshops. In most cases it was necessary to follow up with a phone call after the invitational brochures were mailed out to prospective attendees. In many cases it was a supervisor who received the invite and planned to have their staff attend. Once they got the phone call, it spurred them to fill out the reply form and alert their staff. Personal visits to human services agencies were also key to attendance at the workshops. During these visits Kennedy Center staff would provide just enough information about public transit to get staff members interested but would not give away too much information, or any workshop materials.

At the end of each workshop, attendees were encouraged to tell co-workers and any other colleagues about upcoming workshops and urge them to attend. Brochures with future dates were made available at each session.

Impact

Several positive outcomes resulted from the Job Access project in addition to the goals we developed with the committee at the beginning of the project. The Kennedy Center’s Mobility Services Department traveled to The Association of Travel Instructor’s annual conference in Washington, D.C. in August 2003 to present the Job Access project to conference attendees. With travel training

programs from across the US and one from Canada represented, none could boast a similar project nor such positive collaborations with transit districts, Departments of Transportation, etc. Several conference attendees remarked that The Kennedy's Center's Job Access presentation was the most informative of the entire conference. Conference attendees seemed to marvel at how positively and effectively transit companies and human service could collaborate. A conference attendee from Chattanooga, Tennessee, employed by CARTA (Chattanooga Area Rapid Transit Authority), requested information about the Job Access project. Based on the Kennedy Center's presentation of the project, CARTA is interested in developing a similar outreach effort.

Further publicity was received when CTTRANSIT wrote an article about Public Transit 101 for its internal company newsletter. The article was written after the final Public Transit 101 seminar and detailed the project's success in reaching human service workers who serve people with disabilities. It also highlighted the collaborative nature of the project, how well the collaboration worked, and included quotes from several of the partners. The article was submitted to the American Public Transportation Association (APTA), who published it in their October 20th issue of "Passenger Transport," a national public transportation trade magazine (Appendix Q). This publication resulted in phone calls from transportation providers in Northern Kentucky, Seattle, and Minneapolis who wanted to see some of the materials from the project, as they are interested in conducting a similar outreach effort in their area. A standard response packet of materials and a cover letter was developed and mailed to the interested parties.

Based on the positive feedback the Kennedy Center has received in regards to the Job Access project, the Mobility Services Department has applied to present the Job Access project at APTA's bus and paratransit conference in May 2004 in Denver, Colorado.

Project Continuance

Based on the success of Public Transit 101 in Southwest Connecticut, other regions of the state have shown interest in creating a similar outreach in their areas. Several people from other regions of the state did attend a workshop in Southwest Connecticut and believe that a Public Transit 101 in their territory could greatly benefit human service personnel and potential transit users with disabilities.

After attending a workshop in Bridgeport, a staff from the workforce development board in Waterbury, CT (considered the Northwest region of the state), arranged a meeting of stakeholders in the Northwest region (public transit providers, MetroPool staff, and workforce development staff) and invited The Kennedy

Center's Mobility Services staff to discuss putting together a series of workshops for that region.

As of the publishing of this report, plans are in place to go ahead with a series of workshops in Northwest Connecticut. The workshops will be based on the original Public Transit 101 model created for the Southwest region and will be developed in collaboration with the transit providers in the Northwest part of the state.

Interest has also been shown in the Hartford area for a series of Public Transit 101 workshops.

The consumers with disabilities who were travel trained under the job access program continue to be followed up on at one, two, three, and twelve month intervals to see if they are using public transportation. Retraining is available to anyone who needs it under the Kennedy Center's existing travel training program. Of the 39 successful travel training students, 31 are still using public transportation on a regular basis.

Appendix A

CUSTOMER TRANSPORTATION NEEDS SURVEY

The answers and information provided in this survey will only be used for the purpose of transportation improvement planning and fulfilling individual needs.

My city or town of residence is: _____

How are you traveling now? (Please check all that apply)

- ☐ My own car
☐ Friend or relative drives me
☐ Bus
☐ Train
☐ Paratransit system (ADA Van)
☐ Other: _____

If you do not use public buses and/or trains, what limits you from doing so?
(Please check all that apply)

- ☐ I don't know the routes and schedules
☐ I am afraid of getting lost
☐ I don't have money for bus or train fare
☐ I have a disability that prevents me from using the bus or train.

(Please specify) _____
☐ I never thought about using the bus or train for my travel needs.
☐ I live too far from a bus stop
☐ Other reason _____

Would you like to receive more information on bus and train travel?

- ☐ Yes
☐ No

Would you like a professional travel trainer to ride the bus or train with you to introduce you to public transportation?

- ☐ Yes
☐ No

If so, please provide your name, address, and phone number: (Optional)

Form completed by (if not customer): _____

☐ In Person ☐ By Phone Date: _____

Appendix B

TRANSPORTATION NEEDS SURVEY

Name: _____

Agency: _____

Address: _____

Phone: _____ **E-Mail:** _____

Position: _____

What are the perceived barriers to public transportation for the individuals you work with? (please rank importance: 1 (least important) – 10 (most important)).

- | | |
|---------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Fear of getting lost | <input type="checkbox"/> Lift malfunction |
| <input type="checkbox"/> Attitudes of others | <input type="checkbox"/> Cost |
| <input type="checkbox"/> Lack of knowledge | <input type="checkbox"/> Family/Guardian resistance |
| <input type="checkbox"/> Inconvenience of bus schedules | <input type="checkbox"/> Unhelpful drivers |
| <input type="checkbox"/> Too far from bus stop | <input type="checkbox"/> Fear being robbed/mugged |
| <input type="checkbox"/> Other (please specify) _____ | |

What information do you need to connect your customers to public transportation?

- ☐ Everything! I know nothing about public transportation.
☐ Nothing. I am very well informed about public transportation.
☐ Somewhere in between.

What information will help you? (Check all that apply)

- ☐ Timetables
☐ Route information
☐ Hours of operation
☐ Features of accessibility
☐ Fare costs
☐ Maps
☐ Travel training programs
☐ A bus/train ride with a travel trainer
☐ Web information
☐ Telephone numbers of transit districts/operators
☐ Other

Indicate a preferred time to attend a workshop and demonstration:

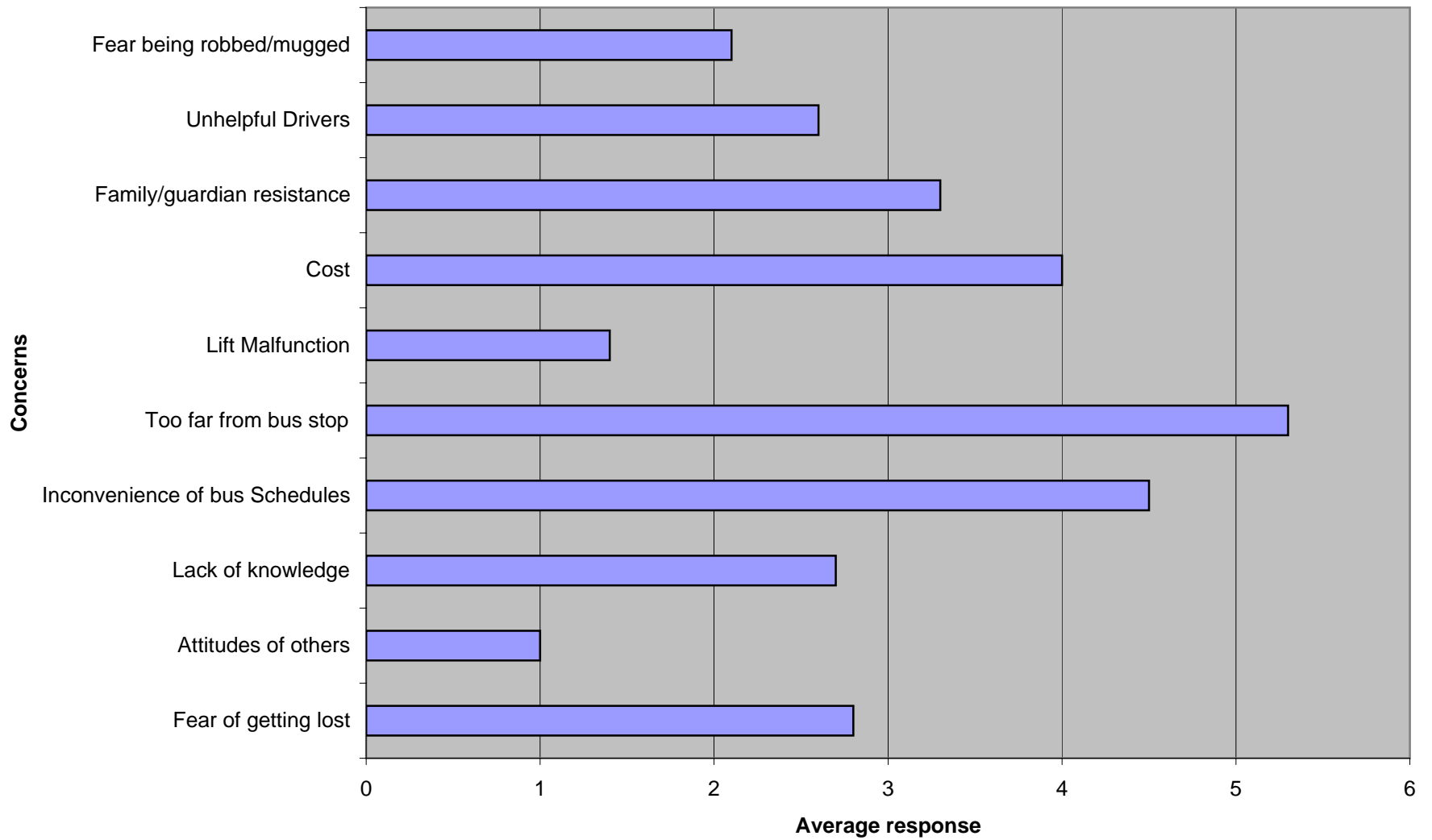
Day of week: **M** **T** **W** **Th** **F** (circle all that apply)

Time of day: **AM** **PM** **Early Evening** (circle all that apply)

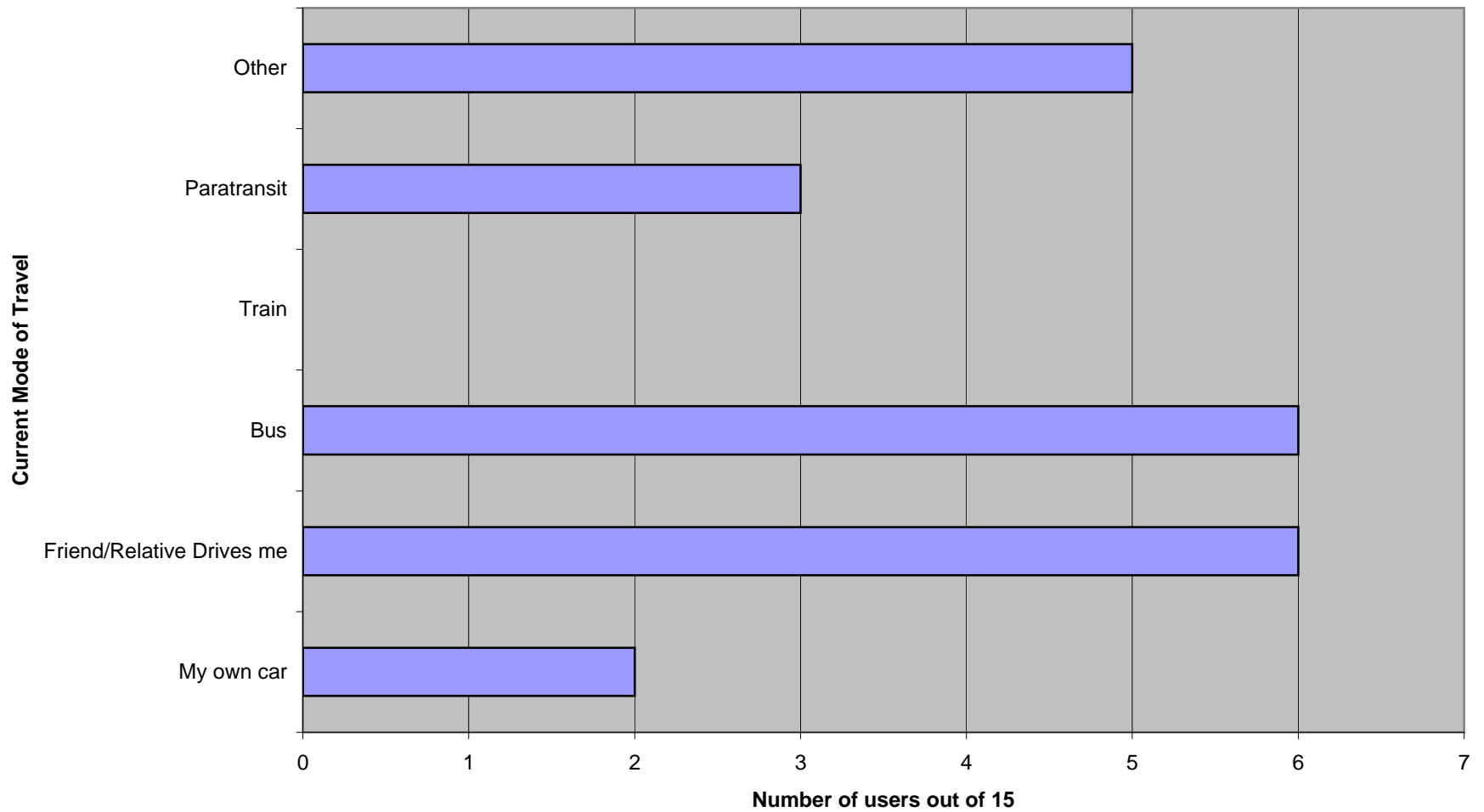
Are you familiar with The Kennedy Center's Travel Training Services? YES NO

Have you ever used the Travel Training program? YES NO

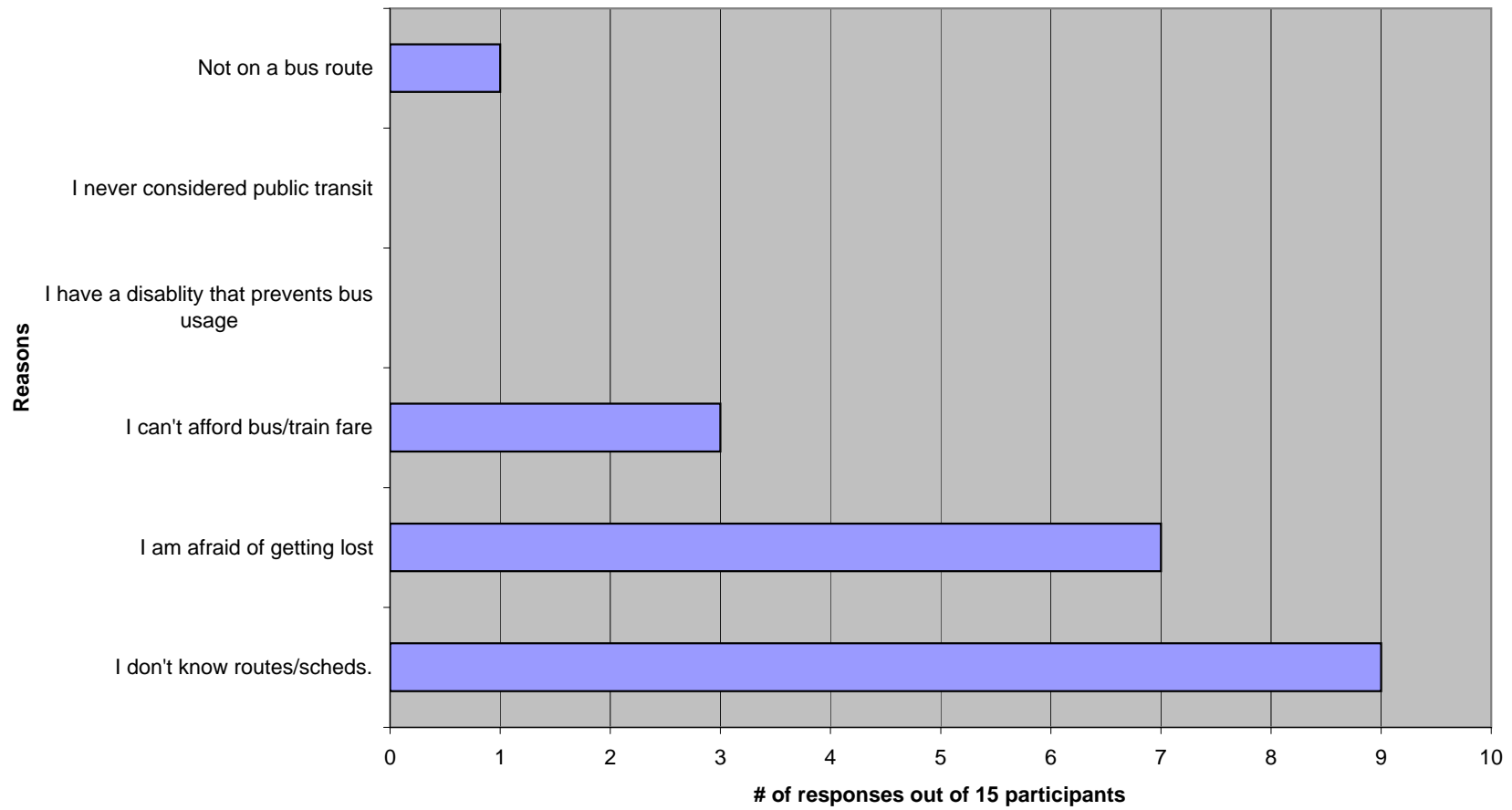
Appendix C
Case Management



Appendix D
Consumers' current method of transportation (15 participants)



Appendix E
Consumer participants' reasons for not using public transit





Public Transportation 101

For Human Service Professionals

Presented by:

The People to Jobs Regional
Transportation Task Force

People to Jobs Regional Transportation Task Force

- What is it?
- Why was it created?
- Who funds People to Jobs?
- Job Access for People with Disabilities

Presenting Agencies/Introductions

- Kennedy Center
- The Workplace Inc.
- Norwalk Transit District
- CTTransit – Stamford
- Greater Bridgeport Transit

Connecticut Public Transportation: Fact or Fiction?

- Over 40 million trips are taken annually on public transit in Southwestern Connecticut.
- Most people with disabilities cannot afford to use fixed route public transportation.
- Public transportation is not reliable.
- If you live in Greenwich and work in Bridgeport, there is no public transportation you can use to get to work.



You Will Learn

- How “Fixed Route” bus transit is less costly and provides greater independence than “Paratransit Service”
- How to determine if a consumer lives near a bus route
- How to help plan a trip using bus/train schedules
- How much a person with a disability should pay for transit fare
- What travel training is
- Who should use travel training
- How to use the handbook as a guide and who your important bus transit contacts will be.

What is Public Transportation?

- Fixed Route Service
- Paratransit Services and The Americans with Disabilities Act
- Community Routes



How is Public Transportation Funded?

- Federal Transit Administration (FTA)
- Connecticut Department of Transportation (CDOT)
- Connecticut Department of Social Services (DSS)
- Municipalities
- Fares

Today, public transportation in Connecticut is under considerable financial constraints – resources are limited!

Paratransit vs. Fixed Route

- Cost
- Convenience
- Reliability
- Accessibility
- Safety

Cost



The annual savings using fixed route service rather than paratransit service are considerable.

| | |
|----------------|-----------------|
| Paratransit | \$1,300.00 |
| Fixed Route | \$325.00 |
| Savings | \$975.00 |



Convenience

- Fixed route service requires no advance reservation.
- Frequencies of 30 or 60 minutes are common - some services are more frequent.
- Stops are located conveniently according to industry standards.
- Transit systems are willing to work with riders to locate new, more convenient stops.
- Some systems use "flag down" service.



Reliability

- Systems closely measure and manage on-time performance.
- Many routes have been in place for decades.
- Systems are in place to respond to mechanical and other service issues.
- Less variables than paratransit.



Accessibility

- All buses are equipped with wheelchair lifts or ramps.
- Many new buses have "low floors" with only one step into the bus and no stairs.
- Front seats are reserved for seniors and people with disabilities.
- Drivers will "call out" the location of the bus at time points (as they appear on the schedules) or at customer request.
- Accessibility features on a paratransit bus are the same as on a fixed route bus.
- Most buses have kneeling feature.
- Information is available in accessible formats.
- Service Animals.



Safety

Drivers are heavily trained in:

- Defensive driving
- Wheelchair lift and securement
- Understanding the needs and capabilities of people with disabilities
- Emergency procedures
- Customer service

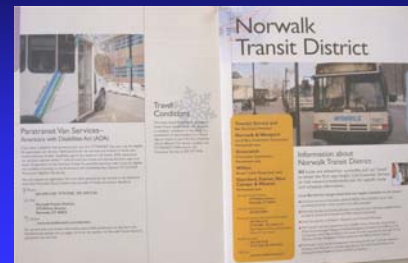
Other Safety Features

- New buses are being procured with digital surveillance systems
- All systems have emergency procedures and rapid 911 connections



Follow Along...

Page 9



Using Public Transportation

- Trip Planning and Schedules (timetables)
- System Maps
- Boarding
- The Driver
- Fares/cash/tokens/passes/discounts
- Signaling for your stop
- Contacting us?



What do the following people have in common?

- A 55 year old man with moderate mental retardation. He speaks only Spanish and can neither read nor write.
- An inner city high school student who, as a result of an injury is now paralyzed.
- A 72 year old woman who has lost her driver's license due to failing eyesight.

Answer:

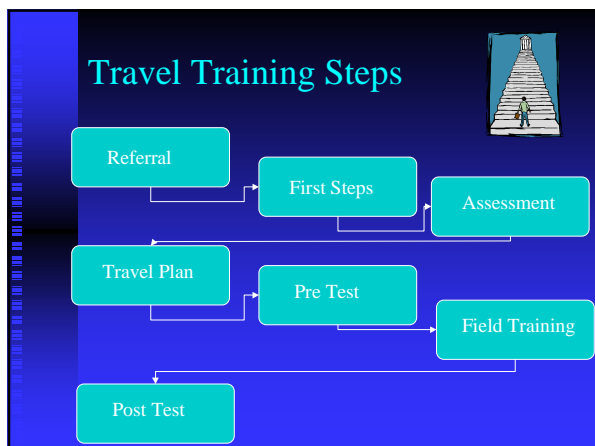
- They have all been successfully travel trained.



Frequently Asked Questions Regarding Travel Training

- What is it?
- Who is appropriate for this service?
- How can I tell if my client is ready to learn to use public transportation?
- How much does travel training cost?
- Is it safe?
- Who does it?





Travel Training Results

- Cost Savings
- Independence
- Self-Advocacy
- Flexibility

Thanks!

Remember:

- Consider public transportation “up-front” and assess as part of job placement.
- Try to use fixed route systems already in place.
- Consider travel training as a way to expand transportation options.
- Understand that not all of the region or state is accessible via bus transit.

Who ya gonna call?

Jonathan Rubell, *The Kennedy Center*
(203) 332-4535 Ext. 247 jrubell@kennedyctr.org

Joyce Barclay, *The Workplace*
(203) 576-7030 Ext. 318 barclay@workplace.org

Robert Calling, *CTTRANSIT, Stamford*
(203) 327-7433 Ext. 424 rcalling@cttransit.com

Nancy Carroll, *Norwalk Transit District*
(203) 299-5160 ncarroll@norwalktransit.com

Doug Holcomb, *Greater Bridgeport Transit Authority*
(203) 366-7070 Ext.124 dholcomb@gbtabus.com

Please Join Us!

For a free bus ride and accessibility demonstration....

Appendix G
TRAVEL TRAINING REFERRAL

Date: _____

NAME OF TRAINEE: _____

ADDRESS: _____

TELEPHONE: _____

POINTS OF TRAVEL (*Destination*): _____

CONTACT PERSON: _____

(IF APPLICABLE)

REFERRAL MADE BY: _____

RELATIONSHIP TO TRAINEE: _____

AGENCY: _____

ADDRESS: _____

AGENCY PHONE: _____

Return to: **Jonathan Rubell**
The Kennedy Center, Inc.
184 Garden Street
Bridgeport, CT 06605
Fax: 203-332-4545

For office use only: Date: Received: _____ Date of Contact: _____

Appendix H

People to Jobs

Regional Transportation Task Force

Fact Sheet

| | |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Who | The <i>People to Jobs</i> Regional Transportation Task Force is a collaborative effort which resulted from the need to improve access to jobs for welfare clients, low income individuals and anyone who depends on public transportation. Welfare reform mandated the requirement to place people in jobs. Transportation has been identified as an area needing change in order to bring former welfare recipients into the workforce. <i>People to Jobs</i> has broad based representation from government, business, regional planning agencies, chambers of commerce, social service providers, job developers and transportation providers. The WorkPlace, Inc., Southwestern Connecticut's Regional Workforce Development Board, is the fiscal and administrative agent. |
| What | The <i>People to Jobs</i> Task Force has organized the transportation elements of Welfare to Work efforts in Southwest Connecticut. The goal is to improve transportation services, including expansion and enhancement of existing transit services as well as individualized services to reduce the barrier of transportation to employment. |
| Where | <i>People to Jobs</i> to date has sponsored transportation initiatives that include expansion of bus service in Stamford, Norwalk, Bridgeport, Trumbull, Fairfield, Stratford, Shelton and Derby. These enhancements are designed to provide access to job sites. |
| Who Benefits | Improved transportation systems benefit everyone... Welfare recipients, low-income job seekers, people with disabilities, the general public <u>and</u> employers. The economy of the region benefits from the ability to fill jobs with people entering the workforce. |
| Why | Job growth has often been in areas not served by public transit. Bus route schedules have often not adapted to shifting work patterns. Welfare recipients and low income workers have a particular and urgent need to gain dependable transportation to work, now, and in the future. |
| How | The <i>People to Jobs</i> Task Force has identified and organized necessary transportation initiatives through member transit districts with funding from the Connecticut Department of Social Services, Department of Labor and the Federal Transit Administration. Additional services and sources of funding are being identified and planned. The regional, collaborative approach producing consolidated proposals for funding is a key element for continued success of this effort to ensure access to jobs. |
| Contact | Joyce Barclay, Manager of Grant Operations The WorkPlace, Inc. Southwestern Connecticut's Regional Workforce Development Board 350 Fairfield Avenue, Bridgeport, CT 06604 (203) 576-7030 x319 Fax: (203) 335-9703 e-mail: barclay@workplace.org |

Appendix I

Who ya gonna call?

Jonathan Rubell, *The Kennedy Center*
(203) 332-4535 ext. 247 jrubell@kennedyctr.org

Joyce Barclay, *The Workplace*
(203) 576-7030 ext. 319 barclay@workplace.org

Robert Calling, *CTTransit, Stamford*
(203) 327-7433 ext. 424 rcalling@cttransit.com

Nancy Carroll, *Norwalk Transit District*
(203) 299-5160 ncarroll@norwalktransit.com

Doug Holcomb, *Greater Bridgeport Transit Authority*
(203) 366-7070 ext. 124 dholcomb@gbtabus.com

Appendix J
“Public Transit 101” Workshop Evaluation

Name: (optional) _____ Date of Workshop: _____

On a scale of **1-5**, please rate the following statements.

1 = Strongly Disagree with statement. 5 = Strongly Agree with Statement.

I have a better understanding of public transit after attending this workshop:

1 2 3 4 5

The presenters did an effective job of explaining public transit options that are available to me and/or my clients:

1 2 3 4 5

After attending this workshop, I would advise a client to use public transit:

1 2 3 4 5

After attending this workshop, I am more likely to use public transit myself:

1 2 3 4 5

I would refer someone to the travel training program after attending this workshop:

1 2 3 4 5

I would recommend attending “Public Transit 101” to a co-worker:

1 2 3 4 5

The bus ride was a worthwhile part of this workshop:

1 2 3 4 5

The handouts from this workshop will be useful in helping my clients to access public transit.

1 2 3 4 5

I now know who to call with questions about public transportation.

1 2 3 4 5

What I liked most about the workshop was:

What I liked least about the workshop was:

How can we improve “Public Transit 101”?

Length of workshop was: ____ too long ____ just right ____ too short

How did you hear about “Public Transit 101”?

Other Comments:

Appendix K

Public Transportation 101 Flyer

UNDERSTANDING TRANSPORTATION

Are you a Human Services professional?
Do your clients have access to public transit?
You will learn how:

People with cognitive, physical, and sensory disabilities can access public transit.

To help your clients read and understand a bus/train schedule.

To make job development and travel training work hand-in-hand.

To refer a client for free travel instruction.

DID YOU KNOW?

All public buses and trains in Southwestern CT are fully accessible.

People with disabilities can ride public transit for half-price.

“The Coastal Link” provides inter-regional service from Milford to Norwalk.

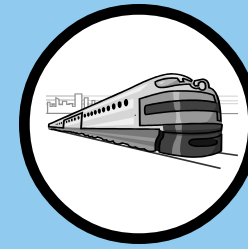
Since 1991, The Kennedy Center has successfully taught more than 2,000 people with disabilities to independently use public transit.

Last year, over 40 million trips were taken using the public bus and rail system in Southwestern Connecticut.

The Kennedy Center, Inc.
Mobility Services
184 Garden St.
Bridgeport, CT 06605
www.thekennedycenterinc.org



— The Kennedy Center, Inc. —
— Mobility Services —



Public Transit 101

**For Human Services
Professionals**

Spring/Summer

A **FREE** 2-hour seminar
designed to teach human
services professionals about
accessible public
transportation



PRESENTATION:

CTTRANSIT Stamford, Norwalk Transit District, Greater Bridgeport

A panel of local transit providers will discuss how new travelers can make the most of public transit. Topics will include: reading bus/train schedules, proper fares, service areas, safety, reliability, and accessibility features.

Jonathan Rubell

Will present proven travel training techniques to teach people with disabilities how to travel independently.

DON'T LEAVE EMPTY HANDED!

All participants will receive:

A FREE BUS RIDE. We invite you to cruise around the block with us in a real public bus at the end of the seminar to see first-hand how comfortable and accessible buses are.

User-friendly maps, guides, and schedules to lead you through planning a trip using the transit providers in Southwestern CT.

Comprehensive information about who to call for help when accessing transit.

Forms to refer your clients for FREE travel training.

DATES AND LOCATIONS:

Please Check Your Preference:

INTHE BRIDGEPORT AREA:

Thurs. May 15, 2003 1 pm–3 pm

The Trumbull Mall Community Room

Tues. June 3, 2003 1 pm–3 pm

The North End Public Library

Tues. June 10, 2003 10 am–Noon

Housatonic Community College

INTHE NORWALK AREA:

Thurs. May 22, 2003 Noon–2 pm

The Norwalk Public Library—Belden Ave.

Thurs. June 5, 2003 10 am–Noon

NEON—Ben Franklin School

Wed. July 30, 2003 10 am–Noon

Norwalk Community College

INTHE STAMFORD AREA:

Thurs. June 12, 2003 10 am–Noon

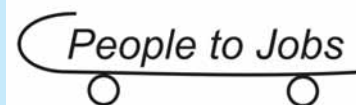
The Stamford Government Center

Wed. June 18, 2003 11 am–1 pm

General Cologne Re–Insurance

Wed. July 9, 2003 1 pm–3 pm

The Greenwich Public Library – Cos Cob Branch



“Public Transit 101” is a component of Job Access transportation in Southwest CT, coordinated by the People to JobsTask Force. Funding is provided by the Federal Transit Administration and The CT Depts. of Transportation and Social Services. “Public Transit 101” is a service of The Kennedy Center, Inc.

REGISTRATION FORM:

Please let us know where and when you want to attend. Space is limited, please reply promptly.

“Public Transit 101”

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

E-Mail: _____

Fax: _____

Special accommodations needed: _____

Refreshments Provided

Participants will receive comprehensive publications about available transit services in Southwestern CT.

Upon receipt of your reply, we will fax or e-mail you a confirmation that includes directions to the event.

Please return this completed registration form to:

Fax: (203) 332–4545 ATTN: Mobility Services

Or:

Mail to: The Kennedy Center, Inc.

ATTN: Mobility Services

184 Garden St.

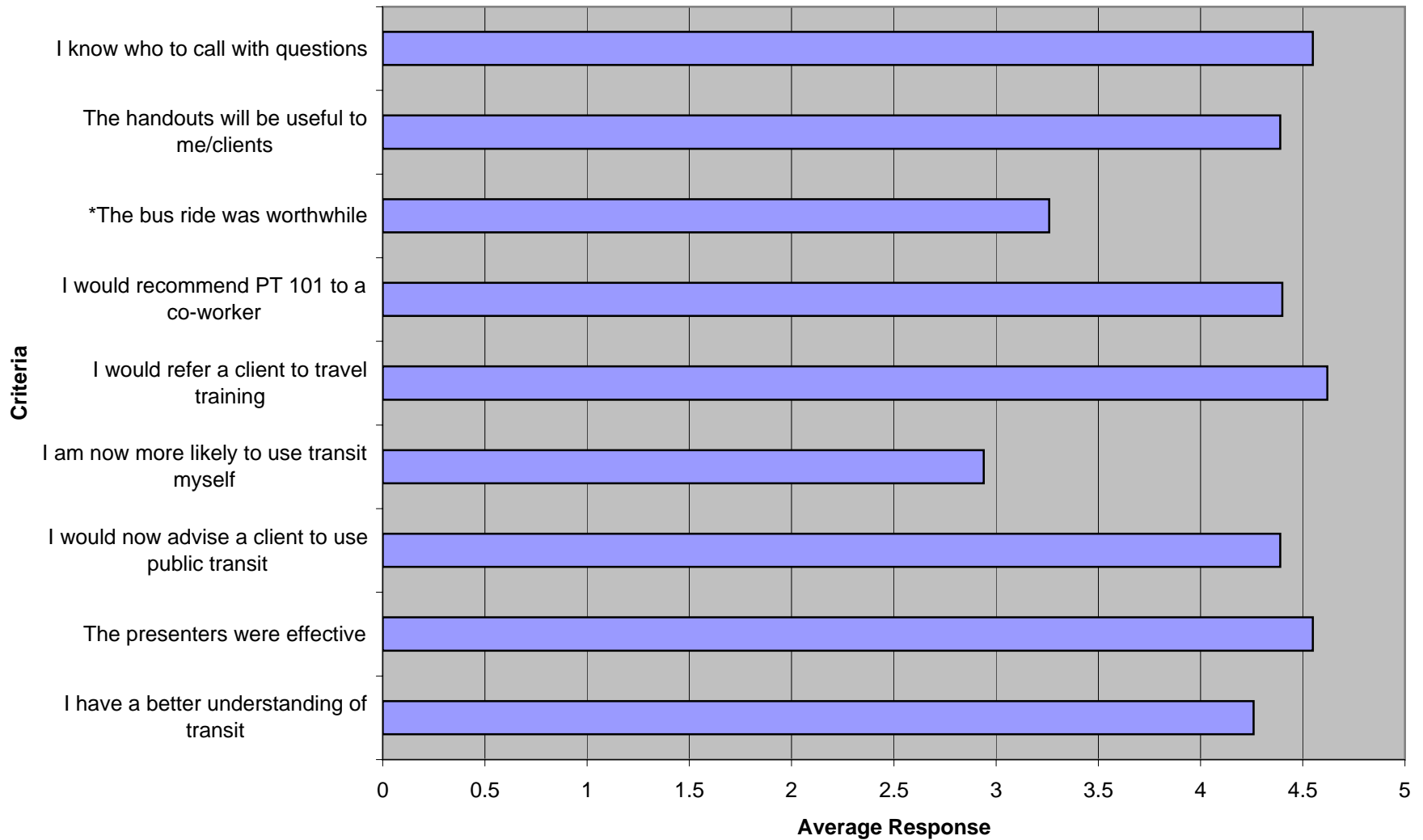
Bridgeport, CT 06605

Call: (203) 332–4535 ext. 247

TTY: (203) 337–4491

E-mail: jrubell@kennedyctr.org

Appendix L
Public Transit 101 Survey



Appendix M

Name: _____ Title: _____ Date: _____

Please answer the following questions so that we may incorporate your feedback into the final report for the project. Your thoughts will also be helpful in developing future outreach efforts.

1. What was the most significant accomplishment of the Job Access for People with Disabilities committee?
2. What could have been better addressed (in regards to transportation, accessibility, etc.) during the Public Transit 101 workshops?
3. Would you like to see this project continue? If yes, please recommend steps for future projects, funding.

- ### 3. Other Comments?

Appendix N

Passenger Transport Article

'Public Transit 101': A Collaborative Effort Leading to Better-Informed Riders

By Melissa Miller
*Internal & External Communications
Representative
Connecticut Transit
Stamford, Conn.*

When Laura Gambino heard about a free seminar aimed at educating human services professionals about accessible public transportation, she thought some of her clients might benefit from information contained in the program. Gambino is a case manager for Bridgeport-based Bridge House Inc., a psychosocial rehabilitation program for adults.

The session Gambino attended, dubbed "Public Transit 101," gave her plenty of valuable information to take back to the clients she serves. One of those clients has already been successfully "travel trained" to use public transit to get to work. Typically, her clients at Bridge House rely on more expensive paratransit services.

"She used the bus once before, but said she thought she'd get lost and never know what to do," said Gambino of her client. "She's comfortable with taking the bus now."

The impetus for Public Transit 101 began last year, when a group of three Connecticut public transit agencies that offer connecting services—Connecticut Transit in Stamford, the Greater Bridgeport Transit Authority, and the Norwalk Transit District—and MetroPool, a nonprofit commuter transporta-



Norwalk Transit Authority Assistant Director of Operations Erasmo Lombardi demonstrates how a passenger in a wheelchair can secure his or her chair on the bus.

tion management company, teamed up in the hopes of providing more information about existing services.

"No one wanted to implement a new service that was only temporary, and then encourage someone with a disability to find a new job based on that service, without being able to guarantee that it would be there for them in the future," said Doug Holcomb, director of planning and service development at GBTA.

Together, the agencies wanted to design a plan to benefit passengers beyond increasing actual services. With this idea in mind, the three transit agencies enlisted the help of the Kennedy Center, one of the largest human services agencies in Connecticut.

Jonathan Rubell, jobs access coordinator with the Kennedy Center, and his staff provide a travel training program that teaches persons with disabilities how to use the local bus and rail system effectively and safely. Since 1991, the Kennedy Center has successfully travel-trained more than 2,000 people, ages 16 to 95, with cognitive, sensory, and physical disabilities.

Rubell and the three transit agencies decided the best way to reach out was by offering a seminar for human services professionals, so they could feel comfortable putting their clients on public transit.

Rubell said the goal of Public Transit 101 was to supply information to human services professionals who would, in turn, refer at least 50 people to travel training. He used mini-workshops to get professionals interested in attending Public Transit 101, as well as mailing brochures and making follow-up phone calls. In addition, the content of the actual Public Transit 101 seminar was tailored from prior feedback collected in a survey of human service workers and some of the clients they served.

"We really played to our audience, and got a lot of positive feedback from everyone who attended," said Rubell.

Topics at the Public Transit 101 seminars included reading bus/train schedules, proper fares, service areas, safety, reliability, and accessibility features. The seminar culminated

in a free bus ride allowing participants to discover the comfort and accessibility of buses, challenging the pre-conceived notions of public transit that many of them had when they came to the seminars.

"The perceptions were that the service did not meet their needs and was not user-friendly," said Nancy Carroll, deputy administrator at Norwalk Transit. "They didn't know about the accessibility features. We opened their viewpoint of what public transit really is. They are now better ambassadors of public transit to the customers they represent. That's the best thing we could have done—to extend that ambassador network."

In total, 10 seminars were held in southwestern Connecticut in May, June, and July. Approximately 155 human services professionals participated, and more than 30 clients have already been referred for travel training. Feedback was extremely positive.

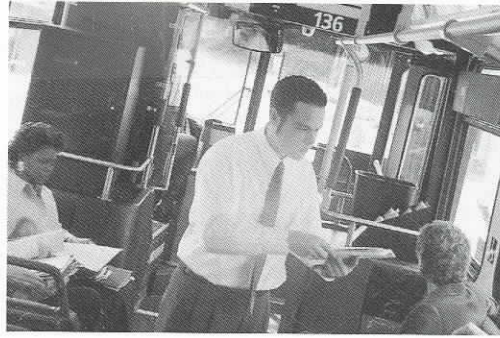
"It was like a big transit fair for these job developers and caseworkers," said CTTransit Stamford Division Manager Bob Calling. "It's been taken very, very seriously by these organizations. It's one of the best things done in a long time in regard to letting people know there are alternatives in transit."

Calling pointed out that paratransit does not offer the same independence as public transit. "With public transit, you have a choice," he said. "You pick up a schedule and go at your convenience. If you use public transit even some of the time, there's still a savings, and you have your independence."

Laura Gambino at Bridge House said she wouldn't hesitate to refer more clients to travel training.

"They did everything they said they were going to," she said of the seminar. "I knew the bus was fairly easy to take, but I didn't know how easy it would be to get my clients hooked up with travel training. It was much simpler than I thought it was going to be."

Now that the original 10 sessions have come to an end, the partners are looking to the future. They all hope to expand upon Public Transit 101, offering it not only to persons



Kennedy Center Jobs Access Coordinator Jonathan Rubell distributes information to human services professionals aboard a bus during the Public Transit 101 seminar.

with disabilities, but also to senior citizens, students, or anyone else new to public transit. In particular, a "Getting on Board" transportation guide, which was a workbook for the seminar and developed by MetroPool, is a tool that can be used for all public transit riders.

"The program has worked very well to date, and I think it will have a life beyond the work we've done so far," said GBTA's Holcomb. "In Bridgeport, we've targeted caseworkers who will use the information they gained to encourage people to find work in areas where there is transportation."

In Stamford, Calling said he has plans to use a version of the seminar to educate seniors to "better help them understand how to use public transportation." And in Norwalk, Carroll said there has already been talk within the organization about how the information could be further used.

"It was intended for people with disabilities, but I have been an advocate from the beginning that this type of session can be presented to business professionals, senior citizens, students—anyone can benefit from this type of training," she said.

Public Transit 101 is a component of Jobs Access transportation in southwestern Connecticut, coordinated by the People to Jobs Task Force. Funding is provided by the Federal Transit Administration and the Connecticut Departments of Transportation and Social Services. Public Transit 101 is a service of the Kennedy Center.

Appendix O

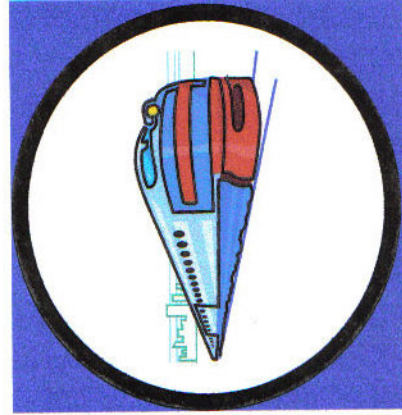
Public Transit 101 – The Final Exam

- 1) Are any non-caged animals allowed on the bus?
- 2) Are all mass transit buses able to board wheelchair passengers?
- 3) When the stop cord is pulled, does the bus driver know if it's a wheelchair passenger rider who pulled the cord?
- 4) Does the bus driver call out bus stops just to practice his/her public speaking?
- 5) Do the newer mass transit buses have video cameras? If so, can you find the location(s) of them?
- 6) When paying the fare with coin or cash, where do you put the money?
- 7) If you forgot to pull the stop request cord/button and went beyond your stop, what should you do?
- 8) Where are the destination signs located on mass transit buses?

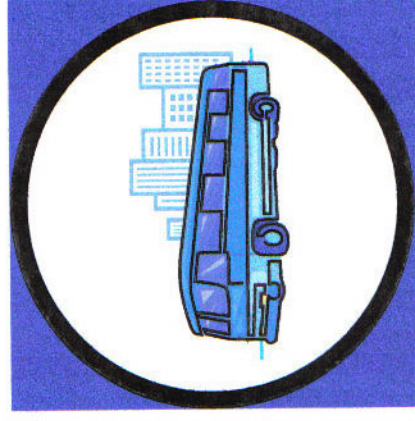
CERTIFICATE OF COMPLETION

AWARDED TO:

For Successfully Completing "Public Transit 101." An Introduction to accessible public transit.



Public Transit 101



Appendix Q

Job Access For People with Disabilities - Timeline

| Objective | Activity | Responsible Party | Time Line | Outcome to Date |
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| 1. Project Start-Up | A. Develop Scope of Work | Job Access Committee and K.C. | 7/23/02-10/15/02 | Approval at 7/23/02 meeting |
| | B. Hire and Orient project staff | K.C. | 11/15/2002 2/18/03 | Interviewed and hired Coordinator 11/25/02 start Administrative Assistant hired, 2/18/03 start Travel Trainer hired, started 6/2/03. |
| | C. Identify stakeholders in SW Region | K.C. and Job Access Committee | 7/23/02 - Ongoing | Disability Task Force: Jonathan spoke about the Job Access Project at Task force meeting on 12/13/02 and distributed a handout asking those in attendance to urge their staff to attend upcoming outreach seminars. Jonathan again spoke to the Disabilities Task Force on 3/14 and alerted them that trainings would be starting in May. A letter and several invitations will be sent to each member. Brochures went out to task force members in early May. Members very helpful in spreading the word about Public Transit 101. |
| | D. Designate project steering committee membership and responsibilities | Job Access Committee | 9/5/02 | Operations Committee |
| | E. Approve and sign contract | CTTRANSIT and K.C. | Prior to staff hiring | Budget and timeline to Stephen Botticello by 11/08/02 - Approved 11/02 Budget revision submitted to committee on 1/23 Budget revised again 9/10/03 to extend J.A program by one month with unspent fund. Committee approval on 9/10/03 |
| 2. Needs Assessment and Outreach | A. Develop survey for customers and caseworkers | K.C. with review from committee | 8/16/02 | Surveys finalized 10/23/02. |

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| | B. Administer survey and tally results | K.C., Goodwill, BRS, CT Works | 12/1/02 - 3/14/03 | <p>Surveys were administered late Dec. and early Jan. Results presented on 1/23. In the course of administering surveys, participating agencies also asked for "mini presentations." These info. Sessions at CT Works, the K.C., Goodwill, and BRS generated 8 referrals for travel training. Of these, 6 people were successfully travel trained to take the bus to work. A tracking form for referrals is being developed.</p> <p>Some surveys trickled in in March, they will be factored in the final report. Names from these surveys will be added to the Outreach training mailing list.</p> |
| | C. Determine #,location,times and length of outreach trainings | Committee | 3/25/03 | <p>Discussion at November Job Access Committee meeting</p> <p>-List of possible sites presented on 1/23, suggestions for other locations sought from committee on 1/23.</p> <p>Outreach sites have been booked. There are 9 planned thruout the SW region, please see attachment. Trainings will be about 2 hours.</p> |
| | D. Determine other methodologies for outreach | K.C. and Committee, | 4/03 - 5/03 | <p>Web Links, Focus groups, Disabilities Task Force, presentation by K.C. to Disabilities Task Force 10/11/02.</p> <p>Possible link to KC site from Cctransit site discussed at 1/23 meeting.</p> <p>Other methods sought at 4/3/03 meeting</p> <p>Web links with training dates appeared on all the transit co.'s websites. A notice appeared on Bridgeport's public access cable TV channel. Personal visits and phone calls to human service providers also were utilized.</p> <p>Word of mouth from PT 101 attendees was also helpful in getting people to a seminar.</p> |
| | E. Transit agencies contact ADA clients re: barriers | GBTA; NTD; CTTransit Stamford | 9/16-10/15/02 | <p>Communications Committee/Contact Fran Freer for next meeting date.</p> |

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| 3. Curriculum and Resource Materials | A. Revise K.C. Curriculum to tailor it to features of individual transit districts and short-term trainings | | 10/15/02-11/30/02 | <p>Transit districts to provide key info to KC Pending as of 1/23</p> <p>A curriculum meeting was held on 3/13/03 with Norwalk, Stamford, Bpt transit staff and KC staff. A loose outline for the training was developed. It was also decided that the Kennedy would prepare a Powerpoint presentation to be used in the outreach trainings. Another meeting is scheduled for mid April. The invitation to the trainings was also revised. Two more meetings held in Apr. and May to fine tune the powerpoint created by the Job Acc. Coord. and D. Holcomb of GBTA. A practice run was conducted on May 6. The power point continued to evolve as sessions were conducted, incorporating answers to FAQs and info. specific to each town trainings were held in.</p> |
| | B. Develop appropriate handouts for outreach and trainings | K.C. and transit districts | 3/14/2003-5/15/03 | <p>Metropool's Trans. Access. Guide will be given at all trainings. Transit agencies will provide maps/scheds. KC will dist. Family guide, case mgr. Guide. Promotional Magnets/Folders?? People to jobs handout? Trans. Acc. Guide was given out at all trainings and was well received. The KC put together a folder to contain all workshop materials including a printout of the powerpoint for notetaking. It has a custom front and back label. Magnets with a phone # for travel training were also given out, including maps/scheds from all 3 trans. co.s., and explanation of the People to Jobs task force in SW CT. Chance to Ride, Family Guide, Case Manager's guide back from printer on 10/15. Copies will be mailed/hand delivered to PT 101 attendees.</p> |

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| | C. Revise and print Disabled Commuter Handbook (Fairfield County version)Post on Web links | Metro Pool with Committee input | 9/5/02-5/15/03 | Comments back to Paula @MetroPool by 10/30/02 Meeting for feedback held on 1/17/03 Metropool to have T.A.G ready by May 15 Metropool's T.A.G. printed and used at all trainings. A slide was incorporated into the powerpoint to demonstrate how to use the guide. |
| | D. Edit and print K.C.'s "Chance To Ride" and "Family Guide to Travel Training". | K.C. | 12/1/02-5/1/03 | Volunteer readers to offer suggestions: Jim, Nancy, Paula, Tom Revisions have begun on the Family Guide and "Chance to Ride." Deadline to submit suggestions for revisions is 1/31/03. Quotes on reprinting costs have been received from Kinko's, Class printing, Brew, and Pronto. A new guide, "A case mgr.'s guide to travel train'g. is in the works. A draft will be emailed prior to the next job access committee meeting for comment. Case Mgr's guide and family guide nearly ready to go to print. "Chance to Ride" "Family Guide" and "Case Mgrs Guide" sheduled to go to print July 2003. Actual print date for all three publications: 10/15/03 |
| | E. Edit and print transit district information including websites, and telephone numbers | Transit Districts and Committee | 12/20/2002-5/15/03 | This information should appear in the T.A.G All transit websites and cust. Serve contacts appeared in the TAG and PT 101 powerpoint. |
| 4. Training | A. Contact potential host sites | K.C. and Committee | 11/30/02-3/25/03 | List of potential host sites developed by KC and distributed on 1/23 and committee asked to suggest other possible sites at 1/23 meeting or prior to next meeting via e-mail. Goal is to have several "firm" sites by the next committee meeting. 9 training sites have been reserved, 3 in Stamford, 3 In Norwalk, 3 in Bridgeport a private session scheduled for Bridge House in Bridgeport. |

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| | B. Compile a comprehensive list of potential training attendees | K.C. and Committee | 11/30/2002 - 4/15/03 | So far, only CAP agencies in SW CT have been identified. Leads on other non-profits Human/service still needed. At present there is a mailing list of a little more than 100 human service contacts. The committee's input will be sought on 4/3/03 for as many contacts to invite to the trainings as possible. Just under 1,000 brochures mailed out the first week in May. |
| | C. Develop a brochure outlining all training and training objectives | K.C. | 12/01/02 - 4/15/03 | Template has been developed by KC and will be e-mailed for comments prior to next committee meeting. A speaker to attend each outreach training from the transit districts is needed. Final draft presented to committee on 4/3/03 5,000 copies rec'd from printshop 5/1/03 |
| | D. Send invitations to training | People to Jobs Communication Committee; Job Access Committee and K.C. | 4/15/03- 5/15/03 | Invitational brochures to be mailed out no later than 4/15/03 The Kennedy Center's mailing business, "Stamps," mailed the invitations. |
| | E. Publicize training through media and posters | K.C. and transit districts | | May not be a good strategy, rather mail directly to human service/ADA staff |
| | F. Facilitate training | K.C. and transit districts | 5/15/03 7/30/03 | Trainings were facilitated by KC Job Acc. Coord. With a presenter from each transit district. The transit rep. Covered how to use the system in the area where the training was taking place. A rep. From other transit co.s was always on hand to answer questions specific to their region. 155 have attended PT 101, the goal was 150. |
| | G. Process evaluations and revise curriculum as needed | K.C. and Committee | 5/15/03 - through completion | A training evaluation is being developed for workshop participants. Will be given to committee for feedback at next meeting. Evaluation was finalized on 5/6/03. Very positive feedback has been received from workshop attendees. Survey results will be analyzed and recommendations made for future trainings. Overall, comments very positive- please see attached survey results. |

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| 5. Travel Training | A. Publicize training | K.C. and Committee | Upon referral | |
| | B. Customer Intake | K.C. and Committee | 11/1/02 - through completion | As of 9/8, 37 referrals for TT received. 20 have completed training, Goal is 50. As of 11/1/03: 53 referrals for TT received, 27 have successfully completed training, 3 currently in training, 5 awaiting training. As of program Completion (1/30/04): 62 referrals received, 36 successful trainees. |
| | C. Individual training and | K.C. | Ongoing | Currently ongoing |
| 6. Video production | "Opening Doors." | K.C. | 12/03-2/04 | <p>Feedback on what video content should be sought on 1/23.</p> <p>Video committee will meet soon (Paula, Tom, Doug, Fred, Walter, Debbie, Jonathan, Marlene). Video Comm. Met on 5/8/03. Desired content of video est'd. Next meet'g is set for 7/14, a videographer will present samples of his work and discuss options within budget.</p> <p>Bob Detmer, a video producer, presented to the video sub committee on 7/14. He would like to film, edit, and reproduce the job access video. He has submitted his idea for a script and the "treatment" of the video. Committee voted between Bob Detmer and Bill Rock productions. Bob chosen 5-2. Filming should begin in late October. Filming began Nov. 12th, should conclude by early/mid Dec, then the editing begins. Filming completed 12/16/03, editing took place thru January. Video committee gave feedback before final edit.</p> |
| 7. Program Evaluation / Project Continuance | A. Process customer and provider evaluations and satisfaction surveys | K.C. | Last month of project | Surveys from PT101 attendees completed. Travel trainee surveys still being collected. |
| | B. Measure program outcomes | K.C. | Last month of project | Job Access committee was surveyed for feedback to be incorporated in final report/future efforts. |
| | C. Write a final report | K.C. and Committee | Last month of project | Outline for final report has been developed and the document is currently being written. |

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| | D. Recommend future steps and potential funding streams | | | Interest has been shown in the Waterbury area for Public Transit 101 and initial contacts have been made. No definite plans or funding streams have emerged. Proposal for project continuance submitted to CONNDOT on 10/3/03. Meeting in Waterbury attended on 11/19 to discuss PT 101 in Northwest Region, a proposal was submitted. |
| | Key to updates: black = Summer '02 red = November '02 blue = January '03 green = April '03 orange = June '03 dark blue = Sept. '03 violet = November '03 | | | |